

The Effect of Green Friendliness on Green Trust: The Roles of Green Satisfaction and Green Perceived Quality among Wardah Skincare Consumers

Putri Yusniya Wulan Agustin¹, Budi Sutiono Pratama Nugraha^{2*}

^{1,2} Management Study Program, Faculty of Economics, Nahdlatul Ulama University, Yogyakarta, Indonesia

*Corresponding Author: budispn@unu-jogja.ac.id

Article History

Received: 10-06-2026

Revised: 25-06-2026

Published: 30-06-2026

ABSTRAK

This study examines the effect of Green Friendliness on Green Trust and assesses the roles of Green Satisfaction and Green Perceived Quality among Wardah skincare consumers. The study applied a quantitative explanatory survey with a cross-sectional design. Data were collected through an online questionnaire. Convenience-based recruitment was followed by purposive screening, yielding 157 valid respondents. The proposed relationships were analysed using partial least squares structural equation modelling (PLS-SEM) with SmartPLS. The findings show that Green Friendliness has positive and significant effects on Green Satisfaction and Green Perceived Quality. However, its direct effect on Green Trust is not statistically significant. Green Satisfaction and Green Perceived Quality each have positive and significant effects on Green Trust. The model explains 76.4% of the variance in Green Trust ($R^2 = 0.764$). These findings indicate that consumers' Green Trust is more closely associated with their evaluations of green product quality and their green satisfaction than with Green Friendliness alone.

Keywords: Green Friendliness; Green Trust; Green Satisfaction; Green Perceived Quality; Wardah Skincare

INTRODUCTION

Climate change, environmental pollution, and plastic waste have increased public scrutiny of the environmental impacts of consumer products. This issue is particularly relevant to the cosmetics and skincare industry because product packaging, ingredients, production processes, and product disposal may generate environmental burdens. Globally, approximately 36% of all plastics produced are used for packaging, while 85% of single-use plastic packaging is disposed of in landfills or mismanaged waste streams (United Nations Environment Programme). Cosmetics may also contribute to environmental pollution through plastic

packaging and microplastic ingredients in selected formulations. These conditions require skincare companies to integrate credible environmental practices into product development, packaging decisions, and consumer communication. Consistent with this view, (Hang et al., 2022) found that corporate social responsibility and green product innovation can strengthen competitive advantage and organisational performance.

This study distinguishes Green Friendliness from environmental concern. Environmental concern refers to an individual's awareness of and concern about environmental issues. In contrast, Green Friendliness refers to consumers' evaluations of a company's or brand's environmentally responsible practices. This distinction is important because consumers who care about environmental issues may not automatically trust a particular brand's green claims. Previous research shows that environmental concern and consumer attitudes influence intention to purchase green skincare products (Abdullah Al Mamun et al., 2020). However, intention-based research does not fully explain how consumers develop Green Trust in a specific skincare brand. Therefore, this study focuses on Green Friendliness as a brand-level stimulus that may shape consumer evaluations of quality, satisfaction, and trust..

The Indonesian cosmetics industry provides an important setting for examining consumer responses to green claims. The Ministry of Industry reported that Indonesia's cosmetics market reached approximately USD 9.74 billion in 2025 and is projected to grow by 4.33% to 4.37% annually. Cosmetic exports also increased from USD 416.8 million in 2024 to USD 473.8 million in 2025 (Kementerian Koordinator Bidang Perekonomian, t.t. 2026). In addition, more than 1,500 cosmetic businesses and over 343,000 registered cosmetic products were recorded in Indonesia by October 2025 (*Cosmetic Day Kemenperin Antarkan Industri Kosmetik Nasional Jadi Pemain Utama Pasar Global*, t.t.). This competitive context increases the importance of credible sustainability communication. Wardah offers a relevant local skincare context for examining whether consumers interpret Green Friendliness as a credible basis for Green Trust..

Although previous studies have established links among Green Perceived Quality, Green Satisfaction, and Green Trust, important gaps remain. First, many studies examine Green Trust as either a direct predictor or a direct outcome without testing whether Green Friendliness influences trust through distinct cognitive and affective mechanisms. Second, empirical evidence on this mechanism remains limited in the context of Indonesian local skincare brands. Green Perceived Quality reflects consumers' cognitive assessment of whether a product delivers reliable quality while meeting environmental expectations. Green Satisfaction reflects consumers' affective evaluation of whether the product experience fulfils their green expectations. (Hashish et al., 2022) found that Green Perceived Quality can strengthen both Green Satisfaction and Green Trust, indicating that consumers may form trust after evaluating a product's environmental quality and their consumption experience. Accordingly, this study offers novelty by testing Green Satisfaction and Green Perceived Quality as parallel mediating mechanisms through which Green Friendliness may influence Green Trust among Wardah

skincare consumers. This model clarifies whether trust is formed directly from perceived Green Friendliness or indirectly through consumer evaluations of quality and satisfaction..

Green Trust is a critical construct because consumers may not automatically accept environmental claims as credible. In the skincare context, consumers may require evidence that a product delivers functional quality, product safety, responsible packaging, and environmental benefits that are consistent with the brand's claims. Green Trust then reflects consumers' willingness to rely on a brand's environmental performance and commitment. (Mawardi et al., 2024) found that Green Trust contributes to consumers' repurchase intentions for eco-friendly products in Indonesia. Thus, Green Trust is important for explaining whether favourable evaluations of a brand's environmental practices can develop into sustained consumer confidence and future behavioural intentions. In this study, Green Trust is examined as an outcome of Green Friendliness, Green Satisfaction, and Green Perceived Quality among Wardah skincare consumers.

Recent studies in the Indonesian cosmetics context show that sustainability-oriented marketing is associated with Green Loyalty through Green Brand Image, Green Satisfaction, and Green Trust (Putri et al., 2025). Likewise, (N. A. A. Putri et al., 2025) found that Green Brand Love and Green Trust mediate the relationship between green motivation and behavioural intentions toward sustainable cosmetics. These studies confirm the importance of trust and emotional evaluation in green cosmetic consumption. However, they focus on different antecedents and outcomes, such as green marketing, green motivation, loyalty, and behavioural intentions. (Tariq Jalees et al., 2021) further demonstrated that green advertising, ethical values, and Green Satisfaction may shape green consumer responses. Therefore, prior evidence supports the relevance of trust and satisfaction, but it does not fully explain whether perceived Green Friendliness develops into Green Trust through consumers' cognitive evaluation of Green Perceived Quality and their affective evaluation of Green Satisfaction.

A more specific gap concerns the generalisability of the Green Friendliness, Green Satisfaction, Green Perceived Quality, and Green Trust model across product categories and national contexts. (Y.-S. Chen et al., 2015) previously examined the mediating roles of Green Satisfaction and Green Perceived Quality in the relationship between Green Friendliness and Green Trust. Accordingly, this study does not claim theoretical novelty solely from testing the same mediation structure. Instead, its contribution lies in a contextual replication and empirical extension within the Indonesian local skincare market, represented by Wardah consumers. This setting is relevant because skincare consumers evaluate environmental claims alongside product efficacy, formulation safety, halal-related considerations, packaging, and brand credibility. The study tests whether Green Friendliness is associated with Green Trust directly or whether consumers develop trust primarily through Green Perceived Quality and Green Satisfaction. By examining these two mechanisms in parallel, the study provides evidence on how Indonesian Wardah skincare consumers evaluate Green Friendliness before forming Green

Trust. The findings are expected to guide skincare companies in communicating substantiated environmental claims while maintaining product quality and consumer satisfaction..

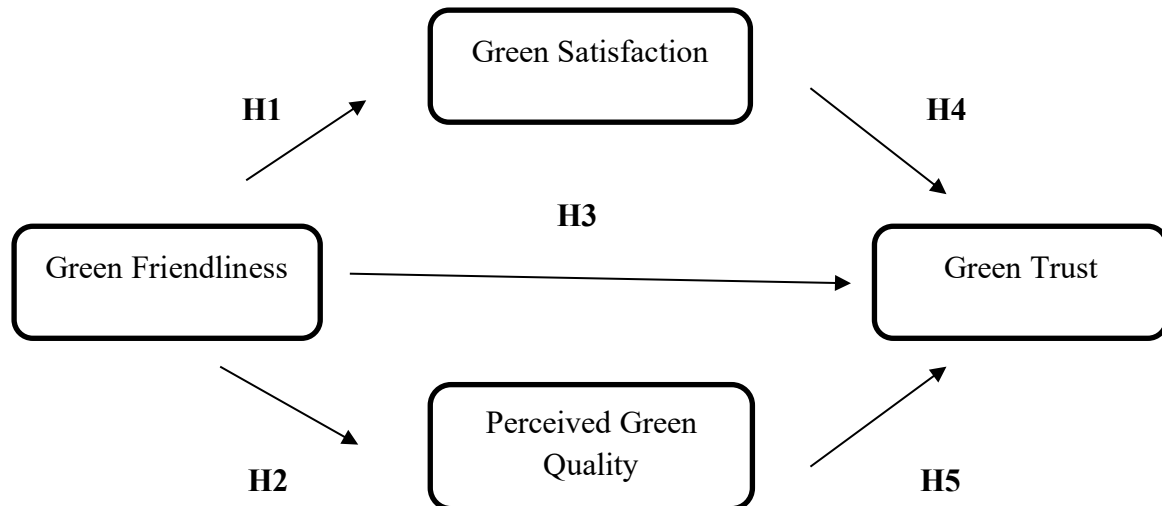


Figure 1. Conceptual Framework

Hypotheses: (i) H1: Green Friendliness positively affects Green Satisfaction, (ii) H2: Green Friendliness positively affects Green Perceived Quality, (iii) H3: Green Friendliness positively affects Green Trust, (iv) H4: Green Satisfaction positively affects Green Trust, (v) H5: Green Perceived Quality positively affects Green Trust.

RESEARCH METHOD

This study employed a quantitative, cross-sectional, explanatory survey to examine the relationships among Green Friendliness, Green Satisfaction, Green Perceived Quality, and Green Trust among Wardah skincare consumers. Data were collected through an anonymous online questionnaire (Google Forms) over two weeks in May 2026. Convenience sampling was used for questionnaire distribution, followed by purposive sampling to retain respondents who were Generation Z or Millennials, had used Wardah skincare products, were familiar with their environmental attributes, voluntarily participated, and completed all questionnaire items. After excluding ineligible and incomplete responses, 157 valid responses were included in the analysis.

Table 1. Respondent Characteristics (n = 157)

Category		Number	Percentage
Gender	Women	110	70.1%
	Men	47	29.9%
Age Group	11–26 (Gen Z)	149	94.9
	27–42 (Millennials)	8	5.1

	Category	Number	Percentage
Income	500,000 - 1,500,000	103	65.6%
	2,000,000 - 3,500,000	27	17.2%
	3,500,000 and up	27	17.2%
Education	High School	19	12.1%
	Bachelor's Degree	127	80.9%
	Master's	6	3.8%
	Ph.D.	1	0.6%
	Others	4	2.5%
	Students	120	76.4%
Occupation	Self-employed	19	12.1%
	Service	18	11.5

Table 1 shows that 70.1% of respondents were women, with most belonging to Generation Z (94.9%; aged 17–26 years). Students accounted for 76.4% of the sample, 65.6% reported a monthly income of Rp500,000–Rp1,500,000, and 80.9% held or were pursuing a bachelor's degree. These characteristics indicate that the findings primarily represent younger Wardah skincare consumers.

The questionnaire measured four constructs: Green Friendliness, Green Satisfaction, Green Perceived Quality, and Green Trust. All items were assessed using a four-point Likert scale ranging from strongly disagree to strongly agree (de Rezende & de Medeiros, 2022; Nugraha & Masithoh, 2023).

PLS-SEM was employed to examine the relationships among multiple latent constructs, reflective indicators, and direct and indirect effects. The analysis was conducted using SmartPLS. The measurement model was assessed through outer loadings, Cronbach's alpha, composite reliability, AVE, the Fornell–Larcker criterion, and HTMT, while the structural model was evaluated using collinearity, path coefficients, bootstrapped confidence intervals, p-values, R^2 , Q^2 , and f^2 . Hypotheses were tested using bootstrapping with 5,000 resamples at a 95% confidence level.

RESULTS AND DISCUSSION

Measurement Model Evaluation

This study applied a reflective measurement model to assess Green Friendliness, Green Satisfaction, Green Perceived Quality, and Green Trust. Each latent construct was measured through multiple observed indicators. The measurement model was evaluated to assess convergent validity, internal consistency reliability, and discriminant validity. Following Hair

et al. (2018), convergent validity is supported when outer loadings exceed 0.70, and the average variance extracted (AVE) exceeds 0.50. Internal consistency reliability is supported when Cronbach's alpha and composite reliability exceed 0.70. Discriminant validity was assessed using the Fornell-Larcker criterion and the heterotrait-monotrait ratio (HTMT). HTMT values below 0.90 generally indicate adequate discriminant validity, whereas values above this threshold require cautious interpretation and further assessment through bootstrapped confidence intervals.

Table 2. Results of Convergent Validity and Internal Consistency Reliability Tests

Variable	Indicator	Loadings	CR	AVE	Alpha
Green Friendliness	GF_1	0.874	0.913	0.778	0.857
	GF_2	0.908			
	GF_3	0.862			
Green Satisfaction	GS_1	0.859	0.941	0.727	0.925
	GS_2	0.834			
	GS_3	0.899			
	GS_4	0.865			
	GS_5	0.863			
	GS_6	0.792			
Perceived Green Quality	GPQ_1	0.843	0.927	0.718	0.902
	GPQ_2	0.826			
	GPQ_3	0.832			
	GPQ_4	0.889			
	GPQ_5	0.844			
Green Trust	GT_1	0.865	0.914	0.728	0.875
	GT_2	0.912			
	GT_3	0.805			
	GT_4	0.828			

The results in Table 2 demonstrate satisfactory convergent validity and internal consistency reliability. All outer loadings range from 0.792 to 0.912, exceeding the recommended threshold of 0.70. The AVE values range from 0.718 to 0.778, indicating that each construct explains more than 50% of the variance in its indicators. In addition, Cronbach's alpha values range from 0.857 to 0.925, while composite reliability values range from 0.913 to

0.941. Therefore, all four constructs meet the recommended criteria for convergent validity and internal consistency reliability.

Discriminant Validity

Discriminant validity was assessed using the Fornell–Larcker criterion and the HTMT ratio. Under the Fornell–Larcker criterion, the square root of each construct’s AVE should exceed its correlations with other constructs. HTMT values below 0.90 indicate adequate discriminant validity, although values between 0.90 and 0.95 may be acceptable for conceptually related constructs if the bootstrapped HTMT confidence interval does not include 1.00 (Henseler et al., 2015). Therefore, HTMT results should be interpreted alongside the Fornell–Larcker criterion, theoretical distinctiveness, and bootstrapped confidence intervals.

Table 3. Fornell-Larcker Criterion Values

	Green Satisfaction	Green Trust	Perceived Green Quality	Green Friendliness
Green Satisfaction	0.853			
Green Trust	0.829	0.853		
Perceived Green Quality	0.780	0.811	0.847	
Green Friendliness	0.730	0.719	0.709	0.882

Note. Diagonal values represent the square roots of AVE.

Table 4. Heterotrait-monotrait ratio (HTMT) - Matrix

	Green Satisfaction	Green Trust	Perceived Green Quality	Green Friendliness
Green Satisfaction				
Green Trust	0.920			
Perceived Green Quality	0.851	0.909		
Green Friendliness	0.819	0.832	0.806	

Tables 3 and 4 show that the square root of AVE for each construct exceeds its correlations with the other constructs. Thus, the Fornell-Larcker criterion supports discriminant validity. However, Table 4 shows two HTMT values above 0.90: Green Satisfaction–Green Trust (0.920) and Green Perceived Quality–Green Trust (0.909). These values indicate a high association between conceptually related constructs and should not be reported as fully meeting the conservative HTMT threshold. Because both values remain below 0.95, the constructs may be retained if the upper bound of each bootstrapped HTMT confidence interval is below 1.00. The results therefore provide initial support for discriminant validity, but the possible overlap between Green Trust and

its two antecedent evaluations should be acknowledged and checked through bootstrapping.

Structural Model Evaluation

The structural model was evaluated to determine the explanatory and predictive capability of the proposed relationships among Green Friendliness, Green Satisfaction, Green Perceived Quality, and Green Trust. In PLS-SEM, structural-model assessment includes collinearity diagnostics through variance inflation factor values, explanatory power through R^2 , predictive relevance through Q^2 , effect size through f^2 , and the significance of structural paths through bootstrapped path coefficients, p-values, and confidence intervals. Global fit indices, including SRMR and NFI, are reported as supplementary diagnostics and should not be used as the sole basis for accepting or rejecting a PLS-SEM model.

Research Structural Model

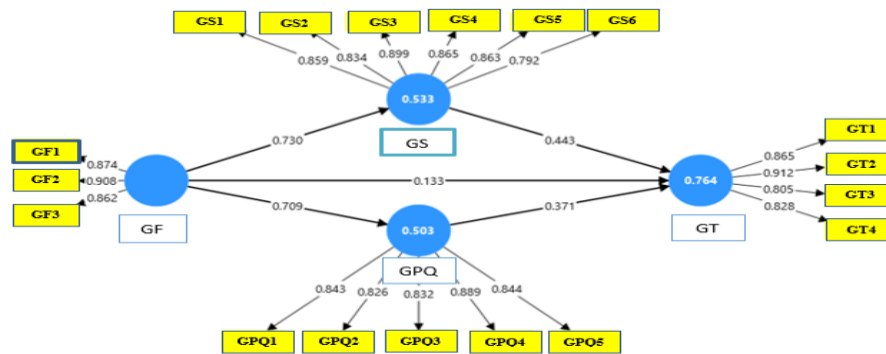


Figure 2. PLS-SEM Structural Model Results

Figure 2 indicates that Green Friendliness explains 53.3% of the variance in Green Satisfaction and 50.3% of the variance in Green Perceived Quality. Green Friendliness, Green Satisfaction, and Green Perceived Quality jointly explain 76.4% of the variance in Green Trust. The detailed results for each structural relationship are presented in the hypothesis-testing results.

Table 5. Global Model Fit Diagnostic Statistics

Model Fit Index	Saturated model	Estimated model
SRMR	0.062	0.105
d_ ULS	0.664	1.894
d_ G	0.550	0.638
Chi-square	471.935	500.662
NFI	0.813	0.802

Note. Formal interpretation of d_ ULS and d_ G requires comparison with bootstrap-based HI95 values, which were not included in the source output

Table 5 should be interpreted cautiously. The SRMR value for the saturated model is 0.062, which is below the commonly used 0.08 threshold. In contrast, the SRMR value for the estimated model is 0.105, which exceeds this threshold. The NFI values for the saturated model (0.813) and estimated model (0.802) are also below the commonly cited 0.90 benchmark. Therefore, the results do not support an unequivocal claim that the model has good global fit. In PLS-SEM, this finding does not automatically invalidate the model; however, the structural results should be interpreted together with measurement quality, collinearity diagnostics, explanatory power, predictive relevance, effect sizes, and bootstrap significance tests.

Table 6. Explanatory Power and Predictive Relevance of the Structural Model

Endogenous Construct	R-square	Q ² Predict
Green Satisfaction	0.533	0.517
Green Trust	0.764	0.509
Perceived Green Quality	0.503	0.488

Note. The source output labelled these values “Q² Predict.” The detailed PLSpredict output was not supplied.

The R² values show that Green Friendliness explains 53.3% of the variance in Green Satisfaction and 50.3% of the variance in Green Perceived Quality. In addition, Green Friendliness, Green Satisfaction, and Green Perceived Quality jointly explain 76.4% of the variance in Green Trust. Using commonly applied PLS-SEM guidelines, the explanatory power for Green Satisfaction and Green Perceived Quality can be considered moderate, whereas the explanatory power for Green Trust can be considered substantial. All Q² values are above zero, namely 0.517 for Green Satisfaction, 0.488 for Green Perceived Quality, and 0.509 for Green Trust. These positive values indicate that the model has predictive relevance for all endogenous constructs.

Hypothesis Testing

Hypothesis testing was conducted to evaluate the direction and statistical significance of the proposed relationships among the constructs. The assessment used standardised path coefficients, p-values, and 95% bootstrap confidence intervals. A hypothesis was supported when the path coefficient had the proposed direction, the p-value was below 0.05, and the confidence interval did not include zero. Table 7 presents the results of the structural-path tests, collinearity diagnostics, and effect-size estimates.

Table 7. Results of Structural Path Testing

Hypotheses	Path coficients	P- values	95% Confidence Interval for Path Coficients		Decision	VIF	F- square
			Lower Bound	Upper Limit			
H1. Green Friendliness -> Green Satisfaction	0.730***	0.000	0.541	0.838	Support	1.000	1.141
H2. Green Friendliness -> Perceived Green Quality	0.709***	0.000	0.522	0.824	Support	1.000	1.014
H3. Green Friendliness -> Green Trust	0.133	0.100	-0.053	0.273	Not Supported	2.398	0.031
H4. Green Satisfaction → Green Trust	0.443***	0.000	0.284	0.581	Support	3.042	0.274
H5. Perceived Green Quality -> Green Trust	0.371***	0.000	0.178	0.528	Support	2.861	0.203

**Note: * $p < 0.001$. effect sizes were interpreted using the common f^2 thresholds of 0.02 = small, 0.15 = moderate, and 0.35 = large.

Of the five hypotheses tested in this study, four were supported, as shown in Table 7. Green Friendliness provided strong and significant evidence for both green satisfaction ($\beta = 0.730$; $p < 0.001$) and green perceived quality ($\beta = 0.443$; $p < 0.001$). However, the direct Gffect of Green Friendliness on green trust was not statistically significant ($\beta = 0.133$; $p < 0.100$), so the third hypothesis in this study was rejected.

All significant relationships identified in this study have 95% confidence intervals that do not cross the zero line. Conversely, the relationship between Green Friendliness and green trust shows a confidence interval ranging from -0.053 to 0.273, indicating that the Gffect is not significant. Regarding multicollinearity, no issues were found in this study's model as each VIF score was below the recommended maximum threshold. Green Friendliness has a significant impact on green satisfaction and green perceived quality, according to the results of the Gffect size test (f^2). Meanwhile, the Gffects of green satisfaction and green perceived quality on green trust fall into the moderate category.

Discussion

The Effect of Green Friendliness on Green Satisfaction

H1 was supported. Green Friendliness had a positive and significant effect on Green Satisfaction ($\beta = 0.730$, $p < 0.001$). The effect size was very large ($f^2 = 1.141$), indicating that Green Friendliness made a substantial contribution to explaining consumers' Green Satisfaction. In the context of Wardah skincare, consumers who perceive stronger

environmentally responsible practices are more likely to report satisfaction with the brand's green performance..

This result is consistent with (González-Viralta et al., 2023) (Baumeister et al., 2022), who found that environmentally responsible corporate practices can strengthen consumer satisfaction. The finding also supports the view that Green Friendliness functions as a favourable brand signal when consumers assess whether a skincare product aligns with their environmental expectations. Practically, Wardah should ensure that green initiatives are visible, understandable, and connected to consumer-relevant product experiences, such as packaging choices, product safety, and product performance..

The Effect of Green Friendliness on Green Perceived Quality

H2 was supported. Green Friendliness had a positive and significant effect on Green Perceived Quality ($\beta = 0.709$, $p < 0.001$). The effect size was very large ($f^2 = 1.014$), indicating that Green Friendliness strongly contributed to consumers' evaluations of green product quality. This result suggests that consumers are more likely to evaluate Wardah skincare products as environmentally reliable and of high quality when they perceive the brand as environmentally responsible..

Green Perceived Quality represents consumers' cognitive assessment of a product's overall excellence, reliability, and environmental performance. This finding is consistent with (Ischen et al., 2022), who reported that environmental product attributes and packaging can enhance consumer quality perceptions. It is also in line with (Tunggal and Amali, 2026), who found that environmentally responsible practices can improve perceived green quality. For Wardah, the result suggests that environmental communication should be supported by credible product information and consistent product performance because consumers evaluate environmental friendliness together with quality.

The Effect of Green Friendliness on Green Trust

H3 was not supported. Green Friendliness did not have a statistically significant direct effect on Green Trust ($\beta = 0.133$, $p = 0.100$), and its effect size was small ($f^2 = 0.031$). The confidence interval included zero, indicating that Green Friendliness alone did not directly explain a meaningful increase in Green Trust among Wardah skincare consumers..

This finding suggests that Green Friendliness serves as an initial sustainability signal rather than a direct basis for Green Trust. Consumers require evidence of product performance, fulfilled expectations, and credible environmental benefits before trusting a brand's green claims. This is consistent with the significant effects of Green Satisfaction and Green Perceived Quality on Green Trust. The result also reflects consumer caution toward potential greenwashing, highlighting the need for Wardah to communicate specific, verifiable, and consumer-relevant environmental initiatives rather than relying on broad green claims.

Although the non-significant direct path is consistent with the possibility that Green Friendliness influences Green Trust through Green Satisfaction and Green Perceived Quality,

this interpretation must be confirmed through specific indirect-effect testing. The final manuscript should report the bootstrapped indirect effects of Green Friendliness → Green Satisfaction → Green Trust and Green Friendliness → Green Perceived Quality → Green Trust before concluding that mediation is established.

The Effect of Green Satisfaction on Green Trust

H4 was supported. Green Satisfaction had a positive and significant effect on Green Trust ($\beta = 0.443$, $p < 0.001$). The effect size was moderate ($f^2 = 0.274$), showing that Green Satisfaction made a meaningful direct contribution to the formation of Green Trust. Among the two direct predictors of Green Trust, Green Satisfaction had the larger path coefficient.

Green Satisfaction reflects consumers' affective evaluation of whether a product meets or exceeds their expectations while remaining consistent with environmental values. When Wardah skincare consumers are satisfied with product performance and perceived environmental benefits, they are more likely to trust the brand's green commitment. This result is consistent with prior studies that identify Green Satisfaction as an important antecedent of Green Trust, including (Hashish et al., 2022). Practically, Wardah should maintain product efficacy, safety, and consistency because positive usage experiences are central to converting environmental evaluations into trust.

The Effect of Green Perceived Quality on Green Trust

H5 was supported. Green Perceived Quality had a positive and significant effect on Green Trust ($\beta = 0.371$, $p < 0.001$). The effect size was moderate ($f^2 = 0.203$), indicating that consumers' evaluations of green product quality made a meaningful contribution to Green Trust. Consumers who perceive Wardah skincare products as reliable, high-quality, and environmentally responsible are more likely to trust the brand's green claims.

Green Perceived Quality represents a cognitive assessment of product superiority, reliability, and quality that incorporates environmental considerations. This finding is consistent with (Alamsyah et al., 2021), who found that higher perceived green quality can strengthen consumer trust in environmentally friendly products. Together with the result for Green Satisfaction, this finding shows that Green Trust is shaped by both cognitive evaluation of quality and affective evaluation of satisfaction. Wardah should therefore ensure that green positioning is accompanied by reliable product performance and clear evidence of environmental responsibility.

CONCLUSION AND RECOMMENDATIONS

This study found that **Green Friendliness** did not have a significant direct effect on **Green Trust**, but it positively influenced **Green Satisfaction** and **Green Perceived Quality**, both of which significantly enhanced Green Trust. Together, these variables explained **76.4%** of the variance in Green Trust, indicating that consumers' trust is driven more by satisfaction and perceived green product quality than by environmental friendliness alone. However, the mediating roles of Green Satisfaction and Green Perceived Quality should be confirmed through **bootstrapped indirect effect** analysis.

Practically, Wardah should support its environmental initiatives with high product quality and transparent, evidence-based communication. The study is limited by its predominantly Generation Z sample and cross-sectional design. Future research should use more diverse samples, test the indirect effects directly, and include additional variables that may further explain Green Trust.

REFERENCE

- Abdullah Al Mamun, Noorshella Che Nawi, & Naeem Haya. (2020). *Predicting the Purchase Intention and Behaviour towards Green Skincare Products among Malaysian Consumers*. <https://www.mdpi.com/2071-1050/12/24/10663>
- Alamsyah, D., Othman, N., Setiadi, A., Mazia, L., & Hanafiah, R. (2021). The effects of customer perceived value and perceived innovation on green products. *Management Science Letters*, 1407–1414. <https://doi.org/10.5267/j.msl.2020.10.027>
- Baumeister, S., Nyrhinen, J., Kempainen, T., & Wilska, T.-A. (2022). Does airlines' eco-friendliness matter? Customer satisfaction towards an environmentally responsible airline. *Transport Policy*, 128, 89–97. <https://doi.org/10.1016/j.tranpol.2022.09.016>
- Chen, Y.-S., Lin, C.-Y., & Weng, C.-S. (2015). The Influence of Environmental Friendliness on Green Trust: The Mediation Effects of Green Satisfaction and Green Perceived Quality. *Sustainability*, 7(8), 10135–10152. <https://doi.org/10.3390/su70810135>
- Cosmetic Day Kemenperin Antarkan Industri Kosmetik Nasional Jadi Pemain Utama Pasar Global*. (t.t.). Direktorat Jenderal Industri Kecil, Menengah dan Aneka. Diambil 31 Mei 2026, dari <https://ikm.kemenperin.go.id/cosmetic-day-kemenperin-antarkan-industri-kosmetik-nasional-jadi-pemain-utama-pasar-global>
- de Rezende, N. A., & de Medeiros, D. D. (2022). How rating scales influence responses' reliability, extreme points, middle point and respondent's preferences. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2021.09.031>
- González-Viralta, D., Veas-González, I., Egaña-Bruna, F., Vidal-Silva, C., Delgado-Bello, C., & Pezoa-Fuentes, C. (2023). Positive effects of green practices on the consumers' satisfaction, loyalty, word-of-mouth, and willingness to pay. *Heliyon*, 9(10), e20353. <https://doi.org/10.1016/j.heliyon.2023.e20353>
- Hang, Y., Sarfraz, M., Khalid, R., Ozturk, I., & Tariq, J. (2022). Does corporate social responsibility and green product innovation boost organizational performance? A moderated mediation model of competitive advantage and green trust. *Economic Research-Ekonomska Istraživanja*, 35(1), 5379–5399. <https://doi.org/10.1080/1331677X.2022.2026243>
- Hashish, M. E.-S., Abdou, A. H., Mohamed, S. A. K., Elenain, A. S. A., & Salama, W. (2022). The Nexus between Green Perceived Quality, Green Satisfaction, Green Trust, and Customers' Green Behavioral Intentions in Eco-Friendly Hotels: A Structural Equation

- Modeling Approach. *International Journal of Environmental Research and Public Health*, 19(23), 16195. <https://doi.org/10.3390/ijerph192316195>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Ischen, C., Meijers, M. H. C., Vandeberg, L., & Smit, E. G. (2022). Seen as Green? Assessing the Salience and Greenness of Environmentally Friendly Packaging Cues. *Journal of Food Products Marketing*, 28(1), 31–48. <https://doi.org/10.1080/10454446.2022.2038757>
- Kementerian Koordinator Bidang Perekonomian. (t.t.). *Kementerian Koordinator Bidang Perekonomian Republik Indonesia*. Diambil 31 Mei 2026, dari <https://www.ekon.go.id/publikasi/detail/6712/tumbuh-double-digit-pemerintah-dukung-penguatan-ekosistem-industri-kecantikan>
- Mawardi, M. K., Iqbal, M., Astuti, E. S., Alfisyahr, R., & Mappatempo, A. (2024). Determinants of green trust on repurchase intentions: A survey of Quick Service Restaurants in Indonesia. *Cogent Business & Management*, 11(1), 2318806. <https://doi.org/10.1080/23311975.2024.2318806>
- Nugraha, B. S. P., & Masithoh, D. (2023). Partial Least Squares-Structural Equation Modeling, Kebiasaan Baru Masa Pandemi Covid 19 Dan Perubahan Perilaku Konsumen Terhadap Penguatan Karakter Sociopreneur. *Jurnal Economina*, 2(6), 1233–1246. <https://doi.org/10.55681/economina.v2i6.593>
- Putri, N. A. A., Hussein, A. S., & Ismail, T. (2025). Unpacking Consumer Behavioral Intentions in Sustainable Cosmetics: The Role of Green Brand Love and Trust. *Jurnal Ilmiah Manajemen Kesatuan*, 13(5), 3351–3362. <https://doi.org/10.37641/jimkes.v13i5.3665>
- Tariq Jalees, Sahar Qabool, & Syed Imran Zaman. (2021). *Full article: Effect of spirituality and ethics on green advertising, and the multi- mediating roles of green buying and green satisfaction*. <https://www.tandfonline.com/doi/full/10.1080/23311975.2021.1920559>
- Tunggal, I. D. A., & Amali, M. T. (2026). Evaluating Indonesian Consumer perceptions of H&M's Eco-Friendly campaign: The mediating role of perceived quality. *COMMICAST*, 7(1), 24–34. <https://doi.org/10.12928/commicast.v7i1.15759>